

## Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00464 041001Z

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 008152

R 040755Z MAR 75  
FM AMCONSUL SYDNEY  
TO SECSTATE WASHDC 6093  
INFO USDOC WASHDC  
AMEMBASSY CANBERRA  
AMCONSUL MELBOURNE  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS SYDNEY 0464

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION: FY 1976

REF : SYDNEY 0273

1. AS A RESULT OF ROY GOOTENBERG'S SYDNEY CONFERENCE WITH  
DAVID JONES LTD., THE STORE HAS REQUESTED THE FOLLOWING:

A. DEFINITE APPOINTMENTS AND ITINERARY FOR VISIT OF  
RAY FREEMAN, PUBLIC RELATIONS AND SPECIAL EVENTS  
MANAGER OF DAVID JONES FOR THREE TO FOUR WEEK TRIP TO  
U.S. IN EARLY JUNE, 1975 TO INSPECT AND SELECT SUITABLE  
CENTERPIECES FOR INSTORE PROMOTION SCHEDULED FOR MAY,  
1976. D. MCHOLICK, PROMOTIONS MANAGER WILL JOIN FREEMAN  
AT END OF JUNE FOR FINAL AUTHORIZATION OF SELECTED  
CENTERPIECES.

B. A DEFINITE LIST OF INTERESTED VENDORS WITH GPRODUCTS  
FOR PERUSAL BY DJ MANAGEMENT FOR ORGANIZATIONAL  
PURPOSES OF BUYING TEAMS' VISIT TO US LATER IN 1975.

C. A SOURCE FOR EXHIBIT OF FINE ARTS TO TIE INTO  
PAINTINGS FOR SALE IN THE DJ ART GALLERY.

D. SOME DEFINITE ARRANGEMENTS FOR ENTERTAINERS  
AND PERSONALITIES AS OUTLINED BY GOOTENBERG. DJ'S  
ESPECIALLY ANXIOUS IT HAS EXCLUSIVE USE OF THESE  
ACTS FOR PROMOTIONAL PURPOSES.

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E. A LIST OF AVAILBLE DRESS DESIGNERS AND OTHERS

ASSOCIATED WITH SALEABLE GOODS WITH WHICH USDOC HAS  
WORKING ARRANGEMENTS.

2. SINCE DAVID JONES IS PROCEEDING WITH PLANS FOR THIS  
IN-STORE PROMOTION AND HAS ALREADY EXPENDED CONSIDERABLE  
PLANNING EFFORT, POST REQUESTS EARLY ANSWER TO THE  
DAVID JONES' REQUESTS IN PARA 1 AND APPROVAL OF SIGN  
THE LETTER OF INTENT COMMITTING US SUPPORT FOR THE  
EVENT AND THE DOLS 25,000 FOR SHARING OF PROMOTIONAL  
EXPENSES.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975SYDNEY00464  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750075-0259  
**From:** SYDNEY  
**Handling Restrictions:** n/a  
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**Office:** ACTION EA  
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**Previous Handling Restrictions:** n/a  
**Reference:** 75 SYDNEY 0273  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CollinP0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 JUN 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION: FY 1976  
**TAGS:** BEXP, AS  
**To:** STATE  
**Type:** TE  
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